

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS
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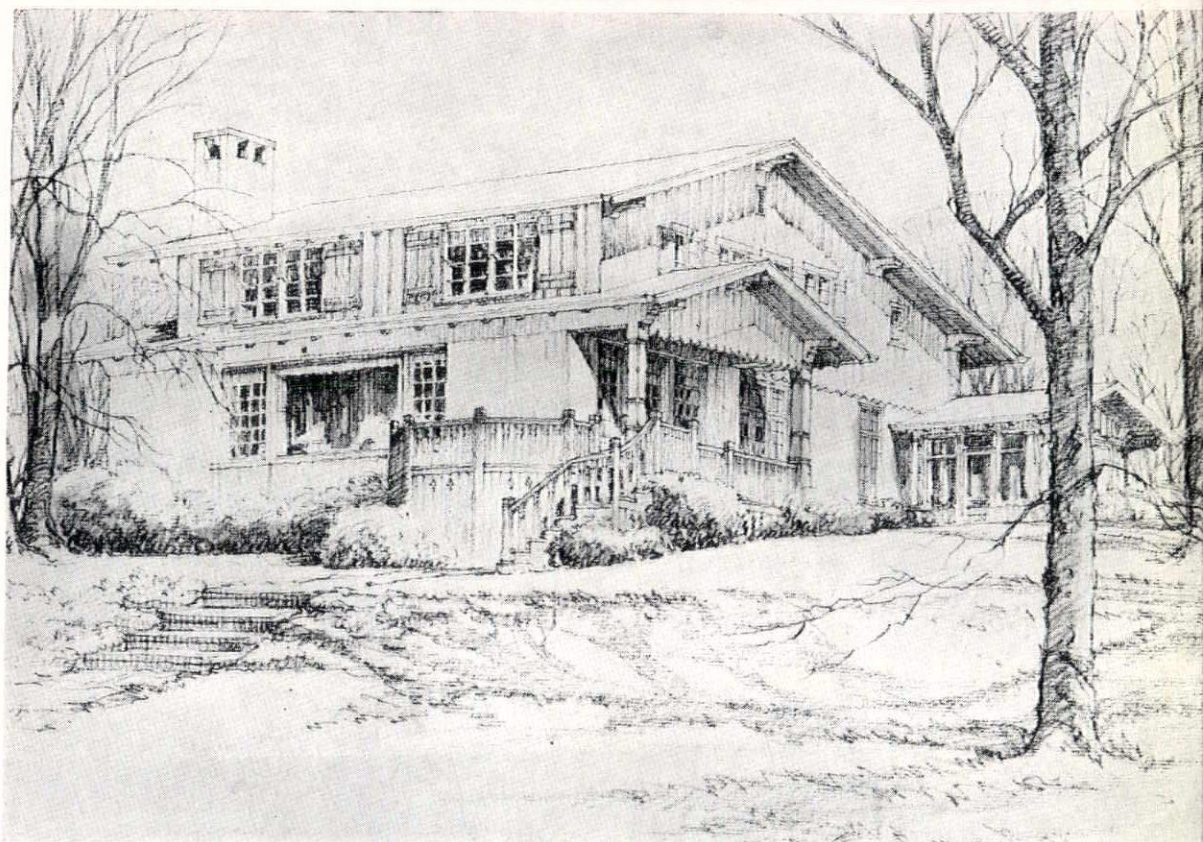
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1944

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THE WISCONSIN ARCHITECT

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The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

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7TH DISTRICT STATE ASSOCIATION HOLDS JUNE MEETING PLANS FOR PICNIC

The 7th District of the State Association of Wisconsin Architects met Thursday evening, June 15, at the Brown Bottle as guests of the Schlitz Brewing Co.

After an informal discussion, President Frank F. Drolshagen called the meeting to order and the following items were presented to the members.

The President called upon Leigh Hunt, Secretary of the State Association, who is acting captain of the Architects' Division participating in the Building Construction Industry 5th War Loan Drive for Milwaukee County. Mr. Hunt explained that the allocation given to the architects was \$5000 and in order for members of the profession to credit the industry with their bond purchases it was necessary that they mention "Construction Industry" at the head of their applications. This is the first occasion that organized labor and the employers have gotten together on a joint drive.

Next followed a general discussion on the position of the architects as an organization in the Community. Among the points brought forth was the fact that most trade organizations have a paid secretary and administrative offices. As a result of this discussion, a resolution was offered and carried authorizing the Secretary to ask the Board of the State Association to study this problem and report some of its findings to the various Districts.

The next subject introduced was Unification. Mr. Hunt, vice chairman of the National Committee, told what had taken place to date and stated that the Report of the Committee was published in the January Wisconsin Architect. The objects of the Committee's Recommendations, he said, was to bring about one national organization and one state organization in each state, state associations to continue as legislative bodies if so desired. Mr. Hunt said that membership in The American Institute of Architects now is open to all registered architects who are in independent practice, of good character and who subscribe to the ethics of The Institute. He suggested that those interested contact Alex-

ander H. Bauer, Secretary of the Wisconsin Chapter, at 759 N. Milwaukee St., for application blanks.

Dues was the next topic under discussion. The Secretary called attention to the fact that the 7th District needed funds and that he was going to carry on a campaign to collect all current dues.

The final subject under discussion was whether the 7th District should or should not have its annual picnic this year. After a thorough discussion the meeting decided to hold a picnic. The President appointed Elmer A. Johnson, Chairman, the date and the place of the picnic to be established by the Board of the Seventh District and the Chairman of the Committee.

Attendance was not all that could have been desired. Eight, who signified intention of coming, were absent and others came without giving notice of intention of attending. The Secretary feels that considerable more thought should be given to the meetings and that all of the members should drop other matters in order to attend 7th District meetings.

Following the business meetings a very excellent buffet supper was served through the generosity of the Schlitz Brewing Company and the Schuster Stores. A vote of thanks was extended to our hosts by the members.

The meeting adjourned at 10:15.

Respectfully submitted,

Walter M. Trapp, Secretary

EDUCATING THE PUBLIC

Prof. Walter F. Bogner, Harvard

The newly appointed Committee on Education has held two meetings which were very well attended by members from near and far. At the first meeting Professor Bogner was elected Chairman, Mr. Rosenstein, Secretary, and the objectives of the Committee were broadly discussed. At the second meeting the objectives were narrowed down to that field of education which deals with the development within the lay public of an understanding of the contribution of architecture to "better living" and the value of the architect which grows from it. It is planned to reach the public through public and private schools and other educational institutions.

This field of endeavor is bordered on the one side by the objectives of the Committee on Education of the Boston Chapter, A.I.A., which devotes itself primarily to the education leading to the practice of architecture and on the other by the Committee on Publicity which reaches the public directly and not through schools.

The extent of an opportunity to reach a wide public through the schools is indicated by the fact that Mr. Lambert of this Committee conducts courses of study on architectural subjects to approximately 325 students at the Worcester Boys' Trade School and Professor Markuson, also a Committee member, to about 150 students at the Massachusetts State College at Amherst. We are trying to extend work of this type to other schools and are working towards the inclusion of architectural subjects in the courses on Social Science, Art or Drawing. The Chairman would like to hear from anyone now connected with an educational institution which is not strictly a school of architecture.

—Bay State Architect

WISCONSIN CHAPTER, A.I.A., HOLDS THIRTY-THIRD ANNUAL MEETING

The Wisconsin Chapter of The American Institute of Architects held its Thirty-third Annual meeting at the Milwaukee University Club, Tuesday evening, June 6.

Leigh Hunt was re-elected president, Ralph H. Kloppenburg, vice president, and Alexander H. Bauer, secretary-treasurer. John J. Brust and Elmer A. Johnson were elected new members to the Board of Directors. The other directors, whose terms had not expired, are Frederick A. Luber, Jr., Frank F. Drolshagen and Edgar H. Berners of Green Bay.

At the conclusion of the dinner and preceding the opening of the program, President Hunt asked that a moment be given to silent prayer in observance of D day.

Address of the President

We of the Allied Nations have been waiting for D day, the day of invasion of Continental Europe, and it is by chance that the invasion has occurred on the day of our annual meeting.

Many of our fellow architects and members of their families from our state as well as the other 47 states, are in the armed forces.

We all know that we have a tremendous task ahead of us. While we are confident of ultimate victory we should not count on an early one. One of the three Axis capitals are now in the hands of the Allies. Rome has escaped the fate of other cities in the war-torn areas. We are not as yet informed of all the changes and destruction which have been wrought or of the looting which has taken place in the cities in the path of the Axis armies, and those among us who will again visit these areas will be made aware of the type of foe that the allied armies have been pitted against.

And although we are in the midst of a great war, and because we all are confident of an ultimate victory, with this picture before us, together with the stoppage of work in the construction industry, it is imperative that the architects of Wisconsin and the rest of the country develop a postwar program. This should include a census of postwar building now on the boards, or which will be on our boards, so that we can coordinate our efforts with the contractors, all members of the construction industry and the unions. We should contact all architects now in the armed forces, on war plans with a view to obtaining from them the assurance of their returning to Milwaukee and Wisconsin so that we may integrate the anticipated work with the possible number of draftsmen available, so that we may be able to have plans completed and inform the construction industry and labor of what work we definitely have ready for estimates. We must not put off preparations for construction activities until after the war has been won.

At present we have practically none of our former draftsmen available, but it is our opinion that they will be glad to return to their former homes when they can be assured of work.

The Institute has increased its membership and according to reports from Julian Oberwerth, membership secretary, has, as of last week, a total of 4,400 members and it is the ambition of The Institute that this number will be increased to 5000 in sight of the next

5 months. But merely to pay dues to the Institute is not enough. We must take part in The Institute's programs, publicize The Institute, publicize the architect, and take a more active part in civic, state and national affairs, so as to again make the building public aware of the profession of architecture in such a way that they will employ us as their advisors with confidence.

While there have been many inroads into the profession of architecture, I am of the opinion that this picture will change. We in the profession have so often argued that a dollar buys a dollar's worth of goods. Let us not forget that a dollar should also buy a dollar's worth of architectural service, and that we in the profession should do everything possible to see that we satisfy our clients by furnishing them adequate service without losing sight of good design.

Alexander H. Bauer, Secretary-Treasurer Makes Annual Report

The following is a condensed report of the Secretary and Treasurer for the fiscal year from June 1, 1943, to June 1, 1944. The Chapter completes 33 years and The Institute, 85 years of service to the Profession and Society.

The activities of our Chapter are through standing committees who are charged with duties, some of which are confined to internal, while others relate more specifically to external affairs which are allied to the welfare of society and in the interests of our own immediate community.

Wisconsin Chapter has felt the loss of Herbert W. Tullgren, Henry Hengels, and Howard Nelson, who passed on within the last year. A few of our members are in the service while others are engaged in defense work during the present emergency. Because of this, those who have remained active in their Profession found it necessary to continue and serve more frequently on committees than otherwise.

Your Board is gratified to know that the Architect is gradually being recognized as one who is able to contribute to the welfare of society. This recognition is an appreciation of the unselfish service some of our architects have given in the interests of the many problems confronting our community at the present time. May I mention a few?

The fact that the architects, because of their specialized training, have been and are able to contribute much to the solution of the many problems confronting the Milwaukee Metropolitan Area, undoubtedly prompted the Mayor to consider this when he appointed Alexander C. Eschweiler, Jr. a member of the Land Commission; and by the same token when he appointed Leigh Hunt a member of the Housing Authority. Leigh Hunt was later elected Chairman of this important Commission.

Some of our activities in collaborating with other organizations, although not so well known, have their degree of importance in building up a good will program for our Chapter. For example, Walter Memmler and George Schneider represents us on the Mayor's Advisory Council. Walter is also serving on the Board of Appeals.

Frederick A. Luber, Jr., and A. L. Seidenschwartz are active on the Metropolitan Plan Association.

Harry Bogner is making excellent progress as Chairman of the Chapter's Civic Design Committee.

G. J. de Gelleke, Peter Brust and Edgar H. Berners are serving on the State Board of Examiners of Architects and Professional Examiners.

Your Secretary is serving on the newly formed organization known as the Citizens Committee on Housing. This Committee comprises approximately 20 organizations and represents a cross section opinion of business, technical and social welfare activity. It is the hope of this Committee to actively participate and assist the Housing Authority in solving some of the problems which will confront them during the Post-War Era.

An outstanding activity of the Chapter during the present year is the participation in the "Plan Your Home Club". Wisconsin Chapter is collaborating with the Electric Company, Marshall & Ilsley Bank and the Boston Store in a series of lectures on Post-War Planning. The purpose of this Plan is motivated as a Patriotic Movement in preventing inflationary tendencies. A brochure is presented to you this evening and represents this activity in a more comprehensive manner than a voluminous description. The drawings and studies are by President Hunt; the Delineator, Tony Wuchterl.

This Chapter is grateful to Tony Wuchterl for the sixty-five lectures he has given under the auspices of the Wisconsin Chapter. The title of his lecture is "A Romantic Adventure Into Early Wisconsin Via Architecture". This a one-hour lecture consisting of colored slides and narration describing the meritorious bits of early architecture of our State. About 100 slides are used for this purpose. This is followed by 25 slides illustrating the octagonal structures, and about 30 slides of the scenic beauties of our State. The total attendance at these lectures was approximately 2000.

Ten monthly Chapter meetings have been held during the fiscal year of 1943-1944. Your Board of Directors has had many meetings during this same period and has endeavored to carry on by collaborating with the many organizations being organized at the present time to consider Postwar problems. The Board of Directors is pleased to report that five new members have been admitted and two members reinstated.

The Board of Directors expresses its appreciation to Joseph Brauer, Certified Public Accountant, for his generosity in auditing the Treasurer's account of the Chapter for the fiscal year of June 1943 to June 1944.

The Secretary is hopeful that many of the architects will again be able to practice their profession in the very near future, and that they, too, will realize and share their portion of responsibility.

Mr. de Gelleke Speaks

The annual meeting of The Institute having been postponed, Gerrit J. de Gelleke, Chairman of the Investment and Property Committee of The Institute, was called upon for a few words because of his regular contact with the Board of the A.I.A. Mr. de Gelleke responded with a brief talk on the national position of The Institute and its activities.

Frank A. Coffin Elected to Honorary Membership

The Secretary then read the following Citation of Frank A. Coffin:

"Mr. Frank A. Coffin, Vice President and Sales Manager of the Wisconsin Electric Power Company, has

been elected an Honorary Associate of the Wisconsin Chapter of The American Institute of Architects in recognition of the many signal and varied services he has rendered the profession of Architecture.

"Through his educational program, Mr. Coffin has advanced the use of good and adequate wiring and better illumination by various means, such as the participation in the Milwaukee Home Show, the Sentinel House, the Boston Store House, and the Plan Your Home Club, now in progress."

After acknowledging his Citation and Certificate of Honorary Membership, Mr. Coffin spoke on the architect in the postwar period and the importance of united effort on the part of architects, builders, manufacturers, and all suppliers of equipment and services.

"According to my observations of history, architecture is one of the oldest professions," he said. "It has been essential since the time man began to build buildings, and it obviously will be increasingly important throughout the future years of our civilization. Earlier architecture was concerned chiefly with the design of the structure, the materials, the finishes, and the general appearance. Future architecture will also deal extensively with mechanical and electrical equipment which will be required in structures. This will include heating, ventilating, and air conditioning equipment, sound equipment and acoustics, electrical equipment, and electrical wiring.

"Excepting for industrial plants for war production, there will have been very little building during this war, and when the war ends there will be a tremendous, pent-up demand for homes and for commercial and public buildings. Obviously, there will be an unprecedented demand for the services of architects, and architects, therefore, can now properly be doing some postwar planning. A large number of architectural draftsmen and engineers undoubtedly will return from service, and it is to returning servicemen that architectural organizations may very probably look for the assistance they will need in their increased postwar work.

"Architecture is a fluctuating business. In times of extensive building there is more work than architects can take care of, and in depression and war periods there is not enough business to carry the overhead expenses of many architectural organizations.

"This condition correspondingly affects all groups in the building trades industries. I have no suggestions as to how it can be overcome. It seems to me individual architectural organizations have to handle it in their own way. It obviously calls for maintaining facilities and organizations that are as flexible as is practical, and it calls for providing as much financial reserve as possible during the years of feast to carry the organizations through the years of famine.

"A parallel case is a salesman selling on a commission basis. He fluctuates between feast and famine, depending upon economic conditions and the demands for the things he sells. Many merchandising organizations, upon finding a decreasing demand for the goods they carry, switch to some other product or add other products to their lines of merchandise. I do not know to what extent this is practical in the architectural business.

"I should think the work of the architect in the postwar period would be increasingly complicated by the fact that there will inevitably be a larger amount of

mechanical, electrical, and air equipment required in buildings than has ever been used before. In addition to this there will be new materials and many new designs of existing equipment. I believe an architect should be as familiar as is humanly possible with all such types of equipment and materials, but I appreciate that there are human limitations. It may be possible to establish some permanent displays, some clinics, or some series of meetings at which new equipment, new materials, new processes, and new designs would be explained. Manufacturers, no doubt, would be glad to participate in anything constructive along this line, and our company will be glad to cooperate in any way it can.

"It is obviously most desirable for architects, builders, manufacturers, and all suppliers of equipment and services to work close together in the greatest possible harmony and effectiveness in trying to solve the problems and keep abreast of building progress. The public wants to benefit by the latest developments in equipment and materials, and it is doubtless the function of the architect, more than anyone else, to be able to advise a client as to how the latest equipment and materials can be used in his building, how they will fit and look, and what results they will achieve.

"During the past year, my associates and I have been quite impressed with what appears to be a very extensive need for greater and more effective salesmanship and advertising of architectural service. The very nature of our work impresses us constantly and most deeply with the necessity of competent and careful planning before any construction job is started. We have seen innumerable new owners of homes and commercial buildings suffering from the affects of inadequate, incompetent, ineffective planning, or the lack of practically any planning before their buildings were started, and we are willing to advocate, as widely as we can, to the public in this territory that it obtain adequate planning service before it starts to build and that it is fairly certain to be more expensive and more unsatisfactory not to employ a competent architect than it is to employ one."

Talks of Many Things

A very amusing and entertaining talk on the Postwar Home by A. A. Engelhard, of the Wisconsin Electric Power Co., a real showman in particularly fine fettle, concluded the program.

With the aid of a series of pastel sketches by Anthony Wuchterl illustrating good and bad planning and design, he called attention to mistakes common in home building in the pre-war era.

Historionically running the gamut of emotions, the dauntless orator tore houses to pieces, shuddering as he did so, and then proceeded vigorously to rebuild them.

He asked, with anguish in his voice, if you ever attempted sleeping in what was called a bedroom, but not designed for one. Cut up. No furniture space. All windows and doors. The bed, placed in the only available space, cruelly facing the glaring rays of the early morning sun.

Speaking of the solar house, Mr. Engelhard was most enthusiastic as to the benefits of the surplus light. "But," he cried dramatically, "when do you have all this light that's so beneficial to the eyes and produces such great

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psychological results?"

A pause, and then in emotional undertones he disclosed, "When, but during the hours of daylight when the husband is away at work, the children in school and the homemaker is busy in the kitchen or attending some civic, social or political function."

Came his punch line: "The solar home should not provide light merely during the daytime, but must provide beautiful lighting at night as well, when the family and guests as a whole, can appreciate it." Then, definitely, came the climax. The concrete evidence. Instantaneously a beautiful soft light from inconspicuous torchiers set along the walls, illuminated the diningroom.

Finally, the mental trip to the kitchen where the tireless Mr. Engelhard raced furiously back and forth from the make-believe sink, to the pantry, to the icebox, to the stove, depicting the endless steps the harrassed housewife takes during the process of cake-baking in a poorly designed kitchen. Then in a jiffy he was the happy housewife, standing practically stationary, merely extending his arms in the modern, perfectly planned, all-electric kitchen.

Turning serious, he said in conclusion, "This presentation indicates to you the material and the information we expect to give to many audiences throughout our territory. Primarily, however, it indicates the manner in which we hope to sell the need for competent architectural services."

Producers' Council Gives Music

During the dinner hour there was very delightful music by a string ensemble. As in former years, the Chapter is indebted to the Producers' Council Club for this dinner music. The Producers' Council was represented at the meeting by its president, Norbert J. Klein.

Out-of-Towners

At a table with Mr. and Mrs. Frederick W. Raeuber, who came down from Manitowoc for the annual meeting, were Mr. and Mrs. Alois J. Seitz of Racine. Mr. Seitz is not only a brand-new Institute member but also, a brand-new benedict.

POSTPONED NATIONAL CONVENTION

By CHARLES F. CELLARIUS

Regional Director

Great Lakes District, A.I.A.

The convention of the A.I.A., scheduled for Indianapolis to receive the reports of committees and to consider some matters which normally would have come before the convention.

The Board took no actions which would affect the tenure of office of any Institute officers, committee chairmen or committee members. All officers and committees will continue until their successors are elected or appointed.

It is hoped that conditions may permit an Institute convention this Fall.

The outstanding feature of the reports was the excellent condition of the Institute both financially and in membership. In spite of the war, the year 1943 showed excess of income over expenditures of \$21,121.69. In membership the Institute increased to 3,915 on January

1, 1944, and the present membership is about 4,300. The growth in the Great Lakes District is particularly encouraging, due largely to the great expansion of the Detroit Chapter. This growth is shown in the following table:

	Corporate Membership, A.I.A.		
	9-30-40	4-18-43	4-18-44
Indiana	24	49	51
Kentucky	24	32	38
Detroit	79	206	352
Grand Rapids	20	36	44
Cleveland	65	116	118
Cincinnati	43	47	55
Columbus	18	55	58
Dayton	16	33	34
Eastern Ohio	11	19	21
Toledo	19	23	23
	319	616	794

Unification has been achieved in Michigan and The Institute Chapters coalesced with the State Society. It is to be hoped that the Architects Society of Ohio and The Institute Chapters in the state will take even more active steps to bring into The Institute membership all reputable registered architects, so that we may follow the lead of Michigan and be the second state to have complete unification.

The Washington Representative, Mr. Este Fisher, continues to ably represent the entire profession before the various departments of the government. He particularly urges at this time that the profession make clear its position in regard to public housing, and it would be most proper for the profession in Ohio to advise him as to whether it is in favor of or opposed to public housing, and with this to provide a definition of public housing as the architect understands it.

The Committee on Education and also the Technical Services Committee of the New York Chapter have recommended the establishment of a national research foundation of U. S. Bureau of Standards distinction, with a national director of education whose duties would be to keep abreast of technical, aesthetic and scientific developments and studies and be available to the public and the profession. The cost of such a foundation would be considerable and the matter is being studied for later report to the Board.

The architectural profession, in spite of the war which has brought problems to nearly every member, is showing a vitality and an enthusiasm that is astounding, and the profession has every reason to expect great achievements in the busy construction that is probably not far ahead.

It was a home which looked as if it had been stamped in shape by machinery.

Marcelene Cox—Ladies' Home Journal

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DIMENSIONAL COORDINATION URGED BY THE PRODUCER'S COUNCIL

Architects and engineers are being urged by The Producers' Council to help reduce postwar building costs by adopting dimensional coordination through modular design of buildings of all kinds to be built after the war.

In a letter addressed to 10,000 designers, James W. Follin, The Council's Managing Director, stated that architects can give valuable impetus to the project by notifying manufacturers of building products that there will be a demand for materials and equipment produced with coordinated dimensions.

"Since the cost of construction after the war is expected to be at least 30 per cent higher than pre-war costs, owing to the rise in the general level of wages and commodity prices, it is imperative that the construction industry take advantage of every desirable economy as a means of counteracting the price increases," Follin said.

"By designing projects on the modular basis, in accordance with the principles of dimensional coordination, architects will save time in layout and detailing and in their supervision of the construction. In addition, the system of coordinated dimensions means better quality in construction because less is left to chance when the building products are fitted together on the job.

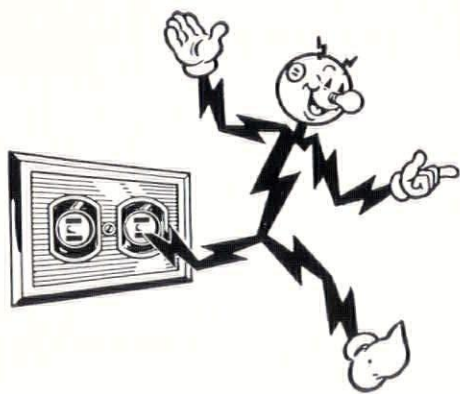
"Perhaps the greatest saving will result from the fact

that, when materials and equipment are made with adequate regard for the dimensions of other products with which they must be combined in various type of structures, there will be less waste of materials and less time lost by workmen in cutting and fitting.

"Additional economies will result in the manufacture of building products, since producers of materials and equipment will have fewer sizes to manufacture and keep in stock, and the smaller number of sizes to be made will permit a greater degree of mass production, which brings a still further reduction in cost.

"Manufacturers of structural clay products already have agreed to adopt coordinated dimensions for post-war brick and tile. Having approved modular masonry based on the standard 4-inch module, they thus have provided the first step for coordination of related products. Manufacturers of wood and metal doors and windows are intensively studying sizes for coordination, and studies are under way to develop suitable dimensions for other building materials and equipment."

Active work to encourage the industry-wide adoption of this project was begun five years ago, through the joint efforts of The American Institute of Architects and The Producers' Council in sponsoring American Standards Project A62, Follin said, and the plan was singled out for major emphasis in The Council's Platform for Post-war Construction.



Home Planning for the Post-War Era

"*All-Electric*" will be a commanding theme. People are eager to have homes more efficiently equipped for electrical living. In new and remodeled post-war home plans, therefore, it will be highly essential to include adequate electrical facilities for the more extensive use of low cost electricity that will prevail in post-war homes. . . We invite architects to keep in touch with our engineering staff.

A Basic Requirement

Electrically, post-war homes will call for Certified Adequate Wiring — heavier wiring, more circuits, switches and outlets. In other words, properly PLANNED wiring to assure more extensive economical and efficient uses of low cost electricity.

The Electric Co.

GLASS BLOCK IN SCHOOLS AND HOSPITALS

By T. K. ALMROTH

While the postwar possibilities for the fullest utilization of structural glass block in all types of building construction are enormous, it is not intended in the scope of this article to consider its application in the building field generally. In the field of public buildings structural glass block has made astonishingly rapid progress and firm acceptance since it was commercially introduced by Owens-Illinois Glass Company.

This is especially true in hospital and school construction where the functional character of glass block far outweighs its decorative applications. In both schools and hospitals an abundance of light is a practical necessity. For these building types this need is well met by glass block as an ideal light-transmitting material.

Designers of school buildings, school administrators and teachers have long been perplexed over adequate light for sight protection. This widespread concern was first evidenced in the state codes for school building construction which prescribed minimum ratios of window area to floor area for classrooms. Much more recently this same interest has been demonstrated in the attainment of minimum standards of foot-candle illumination secured from daylight augmented by greatly improved incandescent and fluorescent lighting fixtures.

Need for more effective systems of artificial lighting grew from three basic conditions: (1) Daylight deficiency on cloudy days, (2) Prevalence of glare which necessitated drawing of shades on bright days, and (3) The ever-present problem of equalizing the light supply between desk rows near the windows and those across the room.

The Research Department of the Owens-Illinois Glass Company's Insulux Division, after thorough study of the problem of daylighting classrooms, concludes that the subject is made up of several related problems, namely:

1. Adequate lighting on MOST days of the year.
2. Better light at all times.
3. More uniform light intensity throughout the day.
4. More even light distribution throughout interiors.
5. Elimination or reduction of glare.
6. Elimination or reduction of solar heat.

Similarly, the problem of hospital daylighting is much the same as that for schools, although, for operating rooms and other rooms in which draft and dust elimination is essential, Insulux construction provides unusual advantages. An abundance of light is an essential for the maintenance of hospital standards of cleanliness and sanitation.

Panels of Insulux glass block in exterior walls transmit daylight into the interior without the intense glare frequently experienced from ordinary windows, if unshaded. The block most generally favored for hospital use is the No. 350, which is functional in character and is known as the "no-glare" block. It is translucent, yet during a greater part of the day, it provides more uniform light transmission than other light transmitting blocks.

For hospital rooms in which patients are to be housed, combination panels of Insulux glass block and win-

dows are more generally favored. Another important application of glass block in hospital construction is for light transmission through interior walls, either from exterior rooms to corridors or adjoining rooms and both through parallel walls or walls at right angles to the exterior wall.

For both school and hospital construction the high thermal insulation value of Insulux permits the use of large light-transmitting areas without the excessive heat loss experienced with ordinary windows. The conductivity factor of glass block is 0.49 as compared to 1.13 for single glazed windows. Glass block therefore performs the dual function of conserving fuel in cold weather and lowering air-conditioning costs in hot weather.

Due to its exceptional insulating properties, condensation will not form on the inside surface of glass block panels until the outside air has reached a much lower temperature than that required to produce condensation on a single-glazed window. Comparative tests show that in a room lighted with Insulux block (at 55% relative humidity and 75° room temperature) condensation on the room-side surface will not occur until the outside temperature drops below 18°. On an ordinary single-glazed window, under the same conditions, condensation will appear on the window when the temperature drops below 50°.

Insulux is especially popular in modern hospitals because it makes daylight possible in operating rooms without the hazard of drafts from leaking windows and the ingress of dust and dirt. It permits operating rooms to be fully daylighted, yet as completely sealed against dust, dirt and drafts as if the walls were of unbroken stone or brick construction.

In both school and hospital construction the elimination or reduction of outside noises is another important advantage glass block construction provides. Sound transmission tests show an average sound reduction over a range of nine frequencies of 40.7 decibels, comparable to the noise reduction through other standard fire proof partitions.

Specific Blocks for Specific Use

Schoolrooms—The Light Directional Block, No. 351, is best suited for deep rooms which must be well lighted. Light passing through it is bent upward. Light colored ceilings reflect the light deep into the interior.

Stairways & Shallow Rooms—The No Glare Block, No. 350, is intended for shallow rooms, stairways and other applications where light direction is unneeded but glare must be eliminated. This block is the one most widely used in hospitals. Excessive areas of block should be avoided in small shallow rooms which are exposed to extreme sunlight.

For North Exposures—Block No. 354, because of its special light-diffusing properties, is recommended for use on northern exposures where direct sunlight is not experienced.

Decorative Block—Designs No. 307 and No. 330, because of their decorative effects which are possible through their use. The other designs mentioned herein, while pleasing in appearance, are definitely functional face designs produced to meet specific problems of light transmission and diffusion.

—Ohio Architect

START TAX REFORM IN REDEVELOPMENT PROJECTS

By CATHERINE BAUER,
Author of "Modern Housing"

THERE appears to be remarkable agreement on the proposition that some sort of "occupancy tax," related to rental income or equivalent, should be combined with a service charge to replace the present system of ad valorem taxes on real property. The big problem is: how and where to begin.

An obvious opportunity offers itself, it seems to me, in connection with post-war urban development projects on publicly owned land. Most proposals for aid to redevelopment assume public acquisition of the sites, with all or most of them remaining in public ownership even when leased for private rebuilding. Such property will hardly be on the "open market," hence normal assessment procedures will not really apply. Income-producing ability will be the only real criterion for taxation in any case, even though under present practice it would have to be transposed into some sort of purely hypothetical capital figure. Why not frankly recognize this situation in any and all legislation applying to such projects, and thus take a first positive step in the right direction?

Many development or redevelopment projects should, furthermore, include public as well as private housing. And acceptance of the principal of rental-income valuation would go far toward clearing up one of the most complex and controversial aspects of public housing policy.

Under traditional assessment methods, the tax dilemma inherent in any effort to rehouse low-income families may be exemplified as follows: A family with income of, let us say, \$900, pays \$13 a month (excluding utilities) to live in a slum dwelling valued at, say \$1500. Normal taxes on their home, figured at 2½% on a \$1000 assessment, might be \$25 per year or \$2.08 per month.

The project initiated to rehouse them, however, may have an overall capital cost of \$4000 per dwelling and would typically be assessed at about \$3000 if subject to taxation, resulting in a levy of \$75 per year per dwelling, or \$6.25 per month. Thus the family's theoretical tax bill would be trebled, although their income remains the same and they cannot pay more than \$13 for rent! Obviously, such an increased tax bill is as ridiculous in principle as it would be impossible to collect. However assessed, a city's revenue comes ultimately from the income of its citizens and the individual burden must bear some relation to capacity to pay, however rough. Furthermore the new unit, "decent, safe and sanitary," in a good neighborhood environment, and designed specifically for long life and low maintenance costs, will actually cost the city far less to service and protect than did the family's slum home.

It is therefore sheer nonsense to suggest that decent low-rent rehousing projects of any kind should pay full taxes on a traditional ad valorem basis. They just can't. And the practice of tax-exempting low-rent rehousing projects and then making small payments "in lieu of taxes" was the only possible course under current circumstances, however debatable in abstract theory or administrative detail.

If all private and public housing carried out as part of a broad redevelopment plan were, however, taxed

on a rental-income rather than an ad valorem basis, the whole picture changes. Privately built investment housing could pass on to the renter the full advantage of low financial costs and efficient management, because taxes would be proportionately reduced by such economies. Units planned for those families just under the effective private market who require no subsidy but do need the financial savings implicit in cooperative or public initiative could, and should, automatically pay the same proportion of rental income as ordinary private projects—i.e. full taxes. Some of the subsidized public housing could even pay full taxes if the latter were geared to rents rather than capital cost. And where extremely low rents are needed to rehouse slum dwellers, a clear-cut system of allocating necessary subsidies between Federal contributions and local (whether in the form of partial tax exemption or otherwise) immediately becomes feasible. In England, where local property taxes are on a rental-value basis, just such a system has long been in successful operation and doubtless contributes to the universal acceptance and understanding of Britain's huge public housing and slum clearance program.

The well-known recent *Report on Federal, State and Local Government Fiscal Relations* (Senate Document No. 69) says: "In the case of low-rent housing—payments in lieu of taxes should be made on a contractual basis, taking into account the ability to pay of families rehoused as reflected by the rentals charged in the project." Tax reform is one issue, certainly, on which private and public housers should see eye to eye, and work together.

—Tomorrow's Town

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THE ARCHITECT'S HORIZON

A report of the New York Chapter's Committee on Fields of Practice, received by the Board of Directors, A.I.A., with enthusiasm and with approval of its publication in the Journal. The Committee: Morris Ketchum, Jr., chairman; Morris Sanders, vice-chairman; James Gordon Carr; Robert D. McLaughlin, Jr.; Jacob Moskowitz; Kenneth Reid; George Cooper Rudolph; Perry Coke Smith; and Lester J. Tichy

YOUR COMMITTEE believes that the tremendous change during the past ten years in an architect's everyday activities necessitates a new definition of that shop-worn phrase, "the general practice of architecture."

Many members of the profession do not realize even today that architects are no longer isolated specialists in building construction. Instead they have become, through training and ability in design, organizers of all the phases of man-made shelter, of man's environment, and of those durable goods that he needs as adjuncts to his daily life. Architects today are qualified to coordinate every phase of the physical surroundings that human beings inhabit and every kind of equipment that contributes to their means of living.

Not only the profession but, more important, the public is un-informed as to the true scope of architecture. The old delusion, popular for the last hundred years, that architects are masters of esthetics but not of the practical problems of daily life is still with us.

But this is the twentieth century—not the nineteenth. Time and the architectural profession have charged. Architects are taking advantage today of the fact that they belong to the only profession in which education and practice combine to equip its practitioners for generalized thinking—the coordination of all the elements of a building project — practical, esthetic, scientific, financial, utilitarian—down to the last small detail.

More than that, they are ready to handle the larger phases of living — city planning, regional planning, housing, the problems of prefabrication, the design of consumer's goods, furniture and equipment. Architects have been outstandingly successful in these and many allied fields.

We do not claim that all architects are experts in such fields, but we do claim that they can fit themselves to master such specialized branches of architecture with time and practice, and that they should be encouraged to do so, not only for their own welfare but also that the profession may survive and give its best service to the nation.

For architects have a splendid foundation to build on. They are trained to analyze building problems in terms of contemporary life and they have acquired a thorough knowledge of modern materials and how to use them.

The scope of the architect's services in these newer fields may be grouped under five headings—advisory, research, product development, public education, and delineation, as follows:

ADVISORY

Chain stores and hotels, banks and other organizations have constant need of advice on purchases, repair, design maintenance, etc.

Planning—All manufacturers and distributors must constantly shape and reshape their policies in a competitive world. Architects with knowledge of their fields could serve them well as planning coordinators.

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Technical — surely architects with high degrees of knowledge on fabrication, on materials and on end-usage can serve building material manufacturers. It is a fact that they do, usually by going into the companies. This should not shut the door to independent architects who can cooperate with the inside staffs—for the outside advisor brings a breadth and freshness of understanding to problems that the inside staff cannot match, together with an independent authority and a broad judgment. Nor need the architect confine himself to companies in the building field. He can advise steel, plastics, container paper-box, ceramic, or any other kind of company on technical matters if he gives their field a little more study than he would apply to a tough architectural job—say, a hospital or a fabricating plant. His advice can be made profitable to the company—and to himself.

RESEARCH

The architect can engage in market or product research for clients. He can do so on his own or in conjunction with market analysts. Sensitive by nature and training, the architect brings a creative approach to this most important and profitable field. He has to learn the jargon of the trade, the pet methods of reporting in written, figure and graphic forms—but these are only details. The architect can explore competitive activities, potential markets and trends better than others—if he puts his mind to the job.

The architect can learn to design for the machine and for the mass market. The discipline and personal demands are more severe than most architects like to believe but, once they are respected, the architect can be unusually successful.

Packaging, layout, homefurnishings, consumers' durable goods, producer goods and transportation are all segments of design for the machine. Some are tougher and more specialized than others. All offer opportunities.

Call it promotion if you will. A manufacturer with a good product needs promotion, for, unlike the architect, he has long given up the old delusion that the world insists upon beating a path to the door of the man who designs a better mousetrap.

The architect has grasp of people and things; his imagination arms him for the job of explaining to lay and professional people how they can use the things—by written word, exhibit, display and diagram. This can be a profitable field.

(Continued in July)

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WATCH FOR PICNIC DATE

The 7th District's Annual Picnic will be held on a Sunday, either the last week in August or the first week in September, according to Frank F. Drolshagen, President of the 7th District. E. J. Schrang is the new Picnic Chairman. Further details as to the exact date and location will be mailed to members of the State Association, the Wisconsin Chapter, and the Producers' Council Club, all of whom are invited.

* * * * *

A post card has come on from William C. Schneider vacationing in New York. He writes: "You were right. New York is a city no architect should miss seeing. Visited Radio City and Architects' Exhibit at Museum of Modern Art today."

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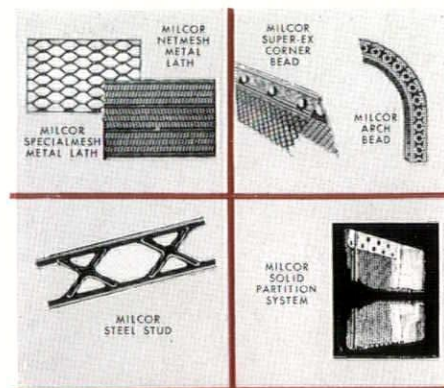
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